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# Headlines: A Multimedia Approach to Getting 18 to 21 Year Olds Involved in News

Caitlin Landers

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**Headlines: A Multimedia Approach to Getting 18 to 21 Year Olds  
Involved in News**

A Capstone Project Submitted in Partial Fulfillment of the  
Requirements of the Renée Crown University Honors Program at  
Syracuse University

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Candidate for B.A. Degree  
And Renée Crown University Honors  
May 2014

Honors Capstone Project in Broadcast Digital Journalism

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Capstone Project Reader: \_\_\_\_\_  
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Stephen Kuusisto, Director

Date: May 6, 2014

## Abstract

Headlines is a capstone project that attempts to test how to get the 18 to 21 year old demographic interested in news by showing the target audience that news around the world directly affects them in some way. My belief, based on personal experience and observation, is that many young adults do not pay attention to the news because they do not believe it plays a role in how their life plays out. The goal of Headlines is to show the target demographic that the opposite is true; world events do affect what happens in their daily lives.

This capstone project takes a scientific approach to figure out how to best reach and retain the attention of this 18 to 21 age demographic. It includes the question, hypothesis, experiment, and results, followed by a conclusion. The question is how to most effectively engage the college-age demographic in news. The hypothesis, based on personal experience and research, is that young adults need content that is interactive, to the point, and “soft news” into “hard news” based information (explained in the body of the paper). The experiment is the multimedia portion of the capstone. The results include online traffic, how methods to get viewers worked, as well as an explanation of methods that did not work and why I believe they did not work. The conclusion involves an analysis of the results.

Headlines is a three-part project: a research portion, a multimedia portion, and an analysis portion. The research encompasses more than two semesters’ worth of information. This research helped me decide what direction to take my capstone in, research on how to properly target my demographic, research on why my target demographic does not pay much attention to news, and other similar research concepts.

The multimedia portion includes a WordPress blog account <[www.wordpress.HeadlinesSU.com](http://www.wordpress.HeadlinesSU.com)>, a Twitter account <[www.twitter.com/HeadlinesSU](http://www.twitter.com/HeadlinesSU)> , a Facebook account <[www.facebook.com/HeadlinesSU](http://www.facebook.com/HeadlinesSU)>, and a mobile app. I posted to these accounts and worked to get online traffic to Headlines. I recorded the results of this online traffic to gauge the best way to get audience members.

For the analysis, I explain the results of this experiment. I also explain where I think the future of news is heading based on both my experiment and based on my research and personal experience.

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## Table of Contents

<b>Abstract.....</b>	<b>2</b>
<b>Executive Summary .....</b>	<b>5</b>
<b>Acknowledgements .....</b>	<b>9</b>
<b>Advice to Future Honors Students .....</b>	<b>10</b>
 <b>Chapter 1: Introduction.....</b>	 <b>12</b>
My interest in News.....	15
Breakdown of Project.....	17
Why Headlines Was Created.....	18
 <b>Chapter 2: Research .....</b>	 <b>20</b>
News Viewing Statistics and Internet use.....	23
College Age News Statistics.....	24
Process in Deciding Content.....	25
Comparison of News Websites.....	27
Contrast of news websites.....	28
College Media Sites.....	29
Humor Versus Traditional.....	30
How to Get the Disengaged, Engaged.....	32
 <b>Chapter 3: Multimedia Project: The Experiment.....</b>	 <b>34</b>
Types of Content Generated.....	35
How Information Was Measured.....	37
How Often Content Was Generated.....	37
 <b>Chapter 4 Results and Analysis.....</b>	 <b>38</b>
Findings on Facebook.....	39
Findings on Twitter.....	40
Findings on WordPress.....	40
 <b>Chapter 5: Conclusion.....</b>	 <b>42</b>
Overall Trends from Research and Experiment.....	44
Outcome for News Future Based on Research and Data.....	45
Outcome for News Future Based on Personal Experience.....	46
 <b>Works Cited.....</b>	 <b>48</b>
<b>Appendices.....</b>	<b>50</b>

## **Executive Summary**

I created my honors capstone project because as a future media professional, I am interested in trying to get my generation interested in news. I believe that my generation is not paying attention to the news, and that if they were, we as a generation would have more success in helping others (in terms of civic engagement). That is why I created Headlines. Headlines is divided into three main components: research, a multimedia project (or the “experiment,” as I will explain), and the written analysis. However, “Headlines” will generally refer to the multimedia portion of the project unless otherwise specified.

The research aspect of Headlines has been two semesters worth of research. This research helped me decide the direction that I wanted to take this project in. I researched statistics on how many young adults pay attention to news as well as how many young adults participate in civic engagement. From there, I did research on what would be aesthetically appealing for people to look at on a website. This information helped me develop content for Headlines as well as develop the appearance of the multimedia project.

The multimedia project portion incorporates a WordPress blog account <[www.wordpress.HeadlinesSU.com](http://www.wordpress.HeadlinesSU.com)>, a Twitter account <[www.twitter.com/HeadlinesSU](http://www.twitter.com/HeadlinesSU)> , and a Facebook account <[www.facebook.com/HeadlinesSU](http://www.facebook.com/HeadlinesSU)>. Headlines was created to help young adults in the 18 to 21 year old age category understand news in an unbiased way, and most importantly, a quick and easy-to-understand way. More specifically, the goal

of Headlines is to help young adults realize that events going on within the United States and the world do have an effect on them, whether they realize it or not.

Studies show that young adults do not spend as much time paying attention to public affairs as older adults do.<sup>1</sup> From personal observations, they do not spend as much time paying attention to news as their older adult counterparts. Realistically, it may not be feasible for my generation to revert to television, specifically news watching and reading newspapers like there used to be in the previous generation and generations before that. Likewise, the 18 to 21 year old age group do not want to pay attention to “hard news,” meaning pure news/politics etc. as much as “soft news,” meaning entertainment with small amounts of information. “Soft news” may be the beginning approach of giving political information to people who may not have had an interest in politics.<sup>2</sup>

The third part of Headlines is the analysis portion. As mentioned, Headlines is being observed like a science project. The question is how to get young adults interested in news. Perhaps if there is a direct connection between the news story and the audience members, there will be increased attention to the news. The concept of a news focus is staying the same, but the presentation of the news itself is being constantly changed in Headlines. The way the experiment is being recorded is keeping track of how many people “like” Headlines on Facebook, “retweet” or “reply” to tweets on Twitter, and user traffic on the

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<sup>1</sup> Carpini, "Gen.com: Youth, Civic Engagement, and the New Information Environment."341.

<sup>2</sup> Baumgartner “MyFaceTube Politics: Social Networking Web Sites and Political Engagement of Young Adults.” 27.

WordPress blog. As more videos and content are added, the results are recorded. The results and analysis of those results will help create an understanding of what content attracts the most attention from young people.

For the paper portion of this project, I present how this project came about, why I am interested in this project, and basic information about news consumption. I also include the question, hypothesis, results, and conclusion of the experiment. The conclusion will show my findings, what I did not find, and other information relating to the results of my multimedia experiment. In addition, the paper portion of the project includes my personal opinion of the future of media and news consumption through the Internet and social media, as well as the expert opinion of field researchers that study news consumption.

The majority of this project is research and analysis based. I have done extensive reading to see what makes young people not interested in news and what can be done to make them interested in news. The concept of getting people to pay attention to news is a very difficult one, so it takes trial and error with the multimedia aspect. I have a variety of videos to gauge what audience members are most interested in watching. It includes a traditional style video where the reporter explains the situation with an expert interview as well as videos that include only video with the reporter speaking and no interviews.

This project is important because it is a peer's attempt to get fellow young people to take an interest in news. I believe that if young people understand that news events around the world can still have a direct effect on them, then they would pay more attention to news. For example, when some of my peers hear

about something that has happened between Russia and Ukraine, they do not care. However, if they realized that it is possible for events in Russia and Ukraine to affect them or their families in a direct way, they would care. I think the media does not necessarily make that connection as often or as strongly as they could. This is one reason why I think Headlines would be more successful in getting to the younger adults than traditional broadcast forums. Headlines also has the no-nonsense, lack of sensationalistic perspective that network news and even local news tend to have.

In trying to keep with the broadcast format, I have included videos for audiences to watch so that they can easily understand the issues at stake. As society is moving into a world where it seems smart phones are used more than television or newspapers, the media need to keep up with society and accommodate to those who use mobile devices to look at news or use the internet. Therefore, my project is aimed at a young audience that uses mobile devices rather than an audience that mainly uses television.

## Acknowledgements

I would like to thank first and foremost, my grandparents, Fran and Frank Burns, for being patient, loving, and kind, when I needed a friendly voice and someone to help me feel less stressed. I would never have gotten through Syracuse University, including the Renee Crown Honors program, without you. This capstone project idea would have never happened without your life lessons on trying to help others and the community.

Thank you to my honors advisor, Professor Hub Brown, for accepting the task of being my advisor and giving me feedback. I also thank you for pushing me to take my project to where it needed to be, and calming me down when I felt like I was behind on my work.

I would also like to thank my honors reader, Professor Dan Pacheco, for being willing to help oversee my project even though he has many other things going on and a hectic schedule.

A group of people that deserve my thanks are the entire Honors Staff for helping me. Special thanks to Eric Holzwarth, thank you for helping me shape my project in the Capstone Project Planning Seminar class during my junior year. Another special thanks to Karen Hall, for the stream of email reminders, the warnings, the tough love, and calming me down when I was worried about getting a reader. You really know your stuff, and you really helped me get through all my requirements.

Mikayla Cooke and Vincent LaPira, thank you for pushing me to be the best student I can be, to not procrastinate, and motivating when I needed it.

### **Advice to Future Honors Students**

My advice to future Honors students is to realize that time flies much faster than you think it will. I can promise that. For me, I felt as if I had more time than those strictly writing papers because I thought that their projects would need much more work than mine. I was very wrong. It takes just as much work, only it is different work.

I suggest that you constantly seek guidance from your honors advisor you chose for the capstone as well as your honors advisor in the honors program. It is much better to tell them when you are not sure what next step to take, or if you are afraid that you are falling behind. They can be a great resource for you and can give you the encouragement or tough love that you need. You definitely need that self-starter and self-motivator work ethic, but sometime falling behind can make you feel nervous to talk to your advisors. Do it anyways. They want nothing more than for you to succeed. If they say something that you do not want to hear, it is only for your best benefit.

My other suggestion is to make a plan if you decide to do study abroad during your junior or senior year (especially senior year, like I did). If you do go abroad, make a detailed plan of what you will do for your capstone. Make sure that plan is logistically and realistically possible.





## **Chapter One**

### **Introduction**

When I started developing my Honors capstone, I knew junior year that I wanted it to be for my Broadcast Digital Journalism major. The tough part was developing the idea of what specifically to do. I automatically thought the best approach would be to do something based on multimedia, since that is the current premise of journalism.

I took the Honors one credit capstone planning class to get an idea of what direction I should take my capstone in. I know that I have been interested in getting other people interested in paying attention to the news, getting educated about it, generating an interest in news, and getting people interested in civic participation like voting and community service. I decided that I wanted to go in that direction, but I still did not know how to focus that broad topic. Professor Holzwarth suggested that I focus on a particular demographic. Other students in the class suggested that I focus on a younger age demographic since they are easier to “change” than people our age in terms of paying attention to news. I agreed and felt like that made a lot of sense. For a while, I decided that was the age group I would target. However, my passion was really with gauging people my own age. I then decided to target my project towards the 18 to 30 category of young adults. My reader, Professor Pacheco, suggested that I would have a much

easier time working on this project if I narrowed that age group. This made me decide on focusing on the 18 to 21 year old demographic. This is the college age demographic, and I think this makes my project both more challenging and easier at the same time. I believe the 18 to 21 year old age demographic is more challenging because they do not actively watch news on television like their older counterparts or pay attention to news in general as much as their counterparts. I will discuss this information in Chapter 2 of my capstone. Creating content geared towards an audience that statistically does not pay attention to news is challenging, to say the least. On the other hand, I just turned 20 when I took the capstone planning class. I am now 21 years old, and I am constantly surrounded by the demographic I am trying to reach in this project. I understand how they think and understand the reasons why they do not pay as much attention to news as older generations do. Being in that demographic myself, as well as having friends and fellow classmates in that demographic, it is much easier to know how to target them. If I had focused on a younger demographic, such as the 14 to 17 year old demographic, I think I would have a much more difficult time gauging what would make them interested in news. Although it was only a matter of years ago that I was in that age group, I do not remember what would have made me possibly pay attention to the news if I was not already paying attention to it. In addition to deciding the age group, I also needed to decide other factors such as the content and how to grab the attention of my target audience. I tried developing names for the project, and it took a while for one to finally stick. After going through several names, I chose "Headlines." It seems easy

enough to guess what the project would be about, so audience members will not be confused about the product. Another part of the project was deciding what the logo should look like. I originally decided on a baby blue star to be the logo because it was simple, in a bright color, and pleasant-looking. However, I realized that a star could be confused with many other apps or website logos. I decided the better logo would be just a bunch of blurred newspapers. I chose blurred newspapers for two reasons. Potential copyright issues could ensue if I use it as part of my multimedia project logo. Another reason I chose to blur out the names of the newspapers was that not having specific newspaper name appeals to a greater audience than central New York. Rather, it can be a national or international appeal.

From there, I had an age demographic, a particular kind of audience to appeal to (those that do not normally pay attention to news but may have a mild curiosity), as well as a name and logo for my project.

The next part of my project involved research. What would gauge audience members to my project? My initial thoughts included aesthetically pleasing website colors, interesting content that audience would feel directly applies to them, and interactive portions such as quizzes. With those ideas in mind, I took the time to research my target audience, their interest in news, and details on what kind of content would appeal to future users.

### My Interest in News

I do not think I can particularly pinpoint what point in my life I decided that my life mission would be to get people interested in news. I had known since middle school that I wanted to be a journalist, mainly because I wanted to be able to help people. I felt that I could be the voice for people who cannot use their own voice or power to help themselves or others. Life experience and education helped me develop the idea that the best way to get people more satisfied with their lives in part is the way that the government runs. If people knew more about what their government does, or knew more about world events, they would understand why things are the way that they are. I felt that if people understood current events and news more, they could have a direct effect on how certain parts of their lives played out.

For example, voting is a huge part of the democratic process. Journalists and network news widely cover elections and voting. There are pieces done on the importance of voting, or about the positions that candidates have on certain stances. To many people, this is just “political talk” that they have no interest in. They also may not vote because they say “It’s just one vote, mine does not matter.” Politics can be very frustrating for people, and the fact that they sometimes are sensationalized, mud-slinging news stories with more opinion and less facts to back it up can make people not want to vote. I realized that need to have more unbiased, facts-based news sources for young people to make informed

decisions. If that can happen, then we as the public can make a positive change in our society and in our government.

Voting is just one example; complicated, albeit, but it is one major issue for Americans that have many mixed thoughts. I knew the topic of voting would be an extraordinarily difficult task to tackle on my own, so I decided to focus on telling everyday news stories about why it directly can affect others. I genuinely feel that if audiences knew how and why news on the other side of the world would affect their everyday lives, that they would take a bigger interest in news. This is what Headlines is based off: the concept that news with a direct impact on the viewer would really hit home for them.

Another aspect of Headlines is making the information quick and simple. The goal is to tell viewers why a particular news story affects them in around or under 30 seconds worth of video, and if they are interested in learning more, they can find more information on Headlines. The videos that have been created keep that 30-second to 1 minute time frame. There are blogs to accompany the website, so that viewers can get more information if they like. The blogs also have hyperlinks to other articles on them if they want even more information.

Although I may not have direct access to video equipment when I graduate and go off into the working world, I would still like to continue creating content for Headlines. I think the concepts that Headlines promotes are valuable, and I feel that even if I cannot continue to make videos for it, I would at least like to write blog posts and make quizzes, as well as post to twitter and Facebook. I may

even be able to expand the project to games or new interactive features that may be created in the future.

### Breakdown of Project

In order to successfully produce a multimedia capstone project, I knew it would require more than just the multimedia aspect itself. Research before creating content was vital to making the multimedia project. It helped when I had tried to figure out what audience to target, as well as spark my imagination as to how I could best get reactions from the audience to participate in my multimedia project.

This research involved the heavy use of academic articles and journals to find hard data and analysis on my content matter. Research also included finding media websites that have similar goals my project has of catering to college-age audiences. I compared and contrasted these websites to help get an idea of what content I should create. Seeing common themes, getting an idea of what works and what does not, as well as small details like what font and colors are used have all helped me get the project to where it is now.

After discussing with my honors advisor, Professor Brown, he and I agreed that this multimedia project should be executed as a science experiment. I would see what attracted audience members while I generate content for the multimedia project. I would record the numbers including online traffic to the multimedia project, seeing what interaction the website received (i.e. getting “likes” or “comments” on Facebook, getting “retweets,” “replies,” or “follows”

on Twitter, and getting “followers” and commenters on the blog). I would monitor and analyze the data I received and use it to define what exactly my results were. From there, I would be able to write a conclusion about what my results say about my project, how they match up with my research and statistics, and speculation based on the data about the future of news.

### Why Headlines Was Created

Since middle school, I knew that I wanted to make a change for the better. I have noticed since that young age that my friends never really cared about the news as I did. They would rather talk about celebrities, television shows, and movies. I liked to talk about that too, but it was not my main interest, merely a passing interest to have lighthearted conversation. Years have passed and I still feel this happens on a regular basis; my friends are more interested in talking about reality television shows and social media for entertainment purposes. They only watch the news if there happens to be a celebrity on the news, or maybe if there is some new technological gadget that they think is interesting and may want for themselves. My friends are not the only ones from my age group who think that way. When I am not surrounded by my fellow broadcast digital journalism students, there are very few classmates that watch the news. The closest they get to watching anything with news content is The Daily Show with Jon Stewart or The Colbert Report. It frustrated me then and it frustrates me now. I want people in my age group to care about what is going on. We are the next generation of rulers: politicians, CEOs, presidents of non-profits, entrepreneurs,

and philosophers. How can they not care that the future of our world is being shaped everyday by things and people they pay no attention to? Do they not want input on how our lives are shaped?

I asked my friends why they do not care about news and current events. Their answer was very straightforward. They feel that it is boring, it does not relate to them, it is not easy to understand, and it does not give them the happiness they want after a stressful day of school or work. I understood those reasons because I feel they are all valid. If I was not in the major that I am in, and if my life experiences did not shape me to care about the future of our environment, our politics, etc. I would probably not care either. What I believe my friends need is something that will inform and entertain. If I do it right, they will barely even notice that they are being informed. They need something that is not depressing news of people dying or a foreign leader who is doing things that are uninteresting and out of their control. What they need is entertaining information that directly relates to them. They may not watch CNN, MSNBC, or FOX, but they notice when their grocery bills skyrocket. If they understood that sometimes their bills skyrocket based on our relationships with other countries or turmoil in another country, they would probably have more of a reason to pay attention to current events. I figured out that talking about current events to my peers one-on-one would not work. They would listen to be polite, but they would not truly listen or care. They need to be on social media or the Internet and see something that catches their eye. Once they click on whatever it is that catches their eye, the hardest part is over. They may leave the page or click on other links within the



pages, but the hardest part is reaching them for that initial click. This is how I knew that Headlines has to catch them at the beginning; it needs to be funny or very connected to their daily activities like shopping for food or groceries, interfere with their Internet, or pay more money for something. These are all general things that would bother the average young adult, based on my personal observations. Headlines is a way to test out my personal observations and see if I can be successful in creating engaging, soft-news content that will make young adults interested in news.

## **Chapter 2**

### **Research**

As previously stated, Headlines included more than two semesters worth of research to figure out best what the target audience should be, where to engage the target audience, how to engage the target audience, and what ideas I could use from already successful news outlets to use for Headlines.

At the beginning of my research, I found that getting the youth involved in community service was an “important precursor to political action”.<sup>3</sup> If children around the age of 14 started doing community service, they would more likely be involved in politics. Meanwhile, another scholarly article says rates of volunteerism among young people have significantly increased within a decade “unlike many measures of formal political engagement.”<sup>4</sup> There is a huge mix in results about what affects political and news engagement. Given these skewed results, I decided not to take a focus on using community service as a way to influence young adults to get involved in current events, politics, or news. Another finding from initial research was that encouraging many people to take part in some sort of social action is based on the individual. Some may want to join groups to achieve a particular goal because they may see it as crucial to get to said goal. Meanwhile, others may have less incentive to take part in a particular goal because they feel that other people are not needed to achieve a goal.<sup>5</sup> This translates to what I see as a collective or individualized goal of getting others to be interested in the news. However, I feel that social media allows both of these to happen. These social networks give users the choice to partake in a goal individually by clicking on a link they may see in Headlines and deciding to take part, or they may want to achieve the goal of getting others involved by “sharing,”

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<sup>3</sup> Pasek "America's Youth and Community Engagement: How Use of Mass Media Is Related to Civic Activity and Political Awareness in 14- to 22-Year-Olds." .116

<sup>4</sup> Kahne "The Limits of Political Efficacy: Educating Citizens for a Democratic Society." 289

<sup>5</sup> Pasek 117

“liking,” or “tweeting” the information they just received or the quiz they just took. Several well-known media scholars have noted that community activities or networks can auspiciously cause groups to take part in news or other civic functions, even if it is unintentional. This happens through conversation based on mutual interest and sharing a sense of community.<sup>6</sup>

Education is one of the best predictors of political knowledge.<sup>7</sup> Therefore, although there may be some difficulty getting college-age adults to pay attention to news if they do not already, those who are in college may be more likely to pay attention to news in the first place.

Young adults are just as likely to think, or even more likely to think, that there are important public problems in the United States that need to be addressed.<sup>8</sup>

Clearly, there is not a debate of whether young adults are aware of the massive issues our country faces. They are fully aware, they just feel that they are institutionally powerless and feel betrayed by their government at times. Young adults have not lost their ability to have insight into political affairs, they are simply apathetic.

According to the Pew Research Center, about half of 18 to 29 year olds used Internet wirelessly on a laptop or cell phone as of 2009.<sup>9</sup> By 2014, this number has likely increased significantly. This shows the importance of creating

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<sup>6</sup> Pasek 117

<sup>7</sup> Pasek 127

<sup>8</sup> Carpini 345

<sup>9</sup> Lenhart "Social Media and Mobile Internet Use Among Teens and Young Adults." 4

content that is geared towards laptop or cell phone format compatibility. It also shows the importance of “quick and easy” access to content, as an increase in wireless technology could mean a societal emphasis of being on the go more often than not.

#### News Viewing Statistics and Internet Use

America’s youth are less interested in politics or public affairs. There are various reasons for this, from a feeling of disappointment in local officials to less of an obligation to pay attention to or participate in the political process. In addition, the youth are less likely to read the newspaper or watch the news and do know not as much information about how politics works. Sixty one percent of 18 to 24 year olds feel that today’s political leaders have failed them. Only one out of every four young Americans in the 15 to 24 year old age category feel that the government and elected officials have an impact on their everyday lives.<sup>10</sup>

It is vital that young adults understand that news affects them everyday. They may not realize how directly it affects them, but it does. This is the core of what Headlines is about: there is a direct effect between current events and the American public. Sometimes the media fail to connect that, so Headlines tries to make it as blatantly obvious as possible to the audience that this is indeed the case.

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<sup>10</sup> Carpini 341

### College Age News Statistics

Young Americans are disengaged because they are pushed away and looked over from the political process. This causes them to have less motivation and less of an ability to overcome this alienation.<sup>11</sup> Feeling alienated from the political process can translate to feeling less obligation or desire to pay attention to current events, which can include the news. This does not only include television or newspaper format, but social media as well.

More than half of young adults use social networking sites. College aged people more likely to use these social networking sites tend to have three main personality traits compared to non-social networking site users: Extraversion, neuroticism, and openness to experience.<sup>12</sup> This social networking site research specifically refers to social media sites used for non-traditional information use; rather, it is used to connect and communicate with friends and mutual friends. Although this research does not specifically connect with news-watching statistics, it is very important to note because it helps keep in mind that getting young adults to pay attention to Headlines, it needs to have that communications and interactive focus and not a news focus per say. There is also no specific

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<sup>11</sup> Carpini 345

<sup>12</sup> Correa "Who Interacts on the Web?: The Intersection of Users' Personality and Social Media Use." 247

gender to focus on with Headlines, as studies show that college-aged adults use social networking sites equally as much.<sup>13</sup>

### Process in Deciding Content

The motivation of the public to take part in politics comes from a variety of factors. One of these is seeing a public problem that affects a person or other people that he or she cares about.<sup>14</sup> When people hear news that they think has little to no effect on them, they do not necessarily care as much. When they are aware that something will have a moderate to heavy effect on them at that moment or soon to come, they care exponentially more.

In terms of political and news website features themselves, there is not as much research available. One study of 18 to 24 year olds shows that they have a different preference than their elders do for site design about politics or news, but it does not list what kinds of features they desire.<sup>15</sup> However, research has shown that young adults are more likely to be attracted to websites that have interactive content like quizzes, polls, games, online voting, “sharing” features to show other users particular content.<sup>16</sup> Therefore, I think it is reasonable to assume that this interactive content may work well for political and news sites as well. This

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<sup>13</sup> Correa 248

<sup>14</sup> Carpini 343

<sup>15</sup> Bachen "Civic Engagement, Pedagogy, and Information Technology on Web Sites for Youth." 293

<sup>16</sup> Bachen 293

information, as well as personal experience, caused me to include interactive features on my website. I had already considered putting interactive features on my website besides just videos, but this research pushed me to add more interactive content to Headlines.

My research has shown what kind of features a website should have in order to effectively reel in and keep audiences. Putting personalized content is a very important part of a website. However, some of the research I came across was geared towards websites that are used specifically by businesses that also sell goods through their site. I have not taken classes about customized websites or code, so I was not able to personalize my website/blog much more than adding quizzes. It is very difficult to personalize websites to the degree that some research suggested given my expertise in areas other than coding.<sup>17</sup> More sounds, pictures, and animations may be more appealing to younger user, but it would take longer to load and be less appealing as a website. Therefore, there must be a “trade-off” between the speed and presentation of the website.<sup>18</sup> Some other criteria found to measure a website’s quality and effectiveness are if it has fast access, information that can be found with a minimum number of clicks, easy navigation, a clear purpose, a brand image, search options, information on the organization, standard navigation, standard home button, standard back and forward button, and consistent and clear colors, pictures and images.

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<sup>17</sup> Iwaarden "Perceptions about the Quality of Web Sites: A Survey amongst Students at Northeastern University and Erasmus University." 950.

<sup>18</sup> Iwaarden 950

In creating content, I also tried to keep in mind that social networking is one of the primary reasons that enable people to communicate through the internet, which is one of the main reasons people go online.<sup>19</sup>

### Comparison of Similar Websites

Some of the websites I have found are Huffington Post College (or HuffPost College), BuzzFeed, College News, Now This News, and Student Daily News. These websites all promote news, and all seem to be catered for the young adult crowd (see Appendix C). The trend of content has more of an emphasis on “soft news,” “soft news” that develops into or towards “hard news”, and then “hard news” in that order. A lot of news on these sites will be about fashion or celebrities, for an example of “soft news”. Stories under this category have little to no news stories that would be prime news material for media such as the front page of the New York Post or breaking news for CNN. The next category of “soft news” that develops into “hard news” may be about technology, for example. A story may talk about a new feature on the newest iPhone, but explains that a new virus could be affecting it (as Headlines covers about logging into Facebook and the Heartbleed bug). This kind of story takes interesting news that would affect the lives of many college aged adults, and then use it to explain that “soft news” while explaining the “hard news” portion and why it is important.”

The third category of “hard news” would be more likely to involve information about a deadly event, or a political leader’s policy decisions, for example. A

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<sup>19</sup> Correa 247



school shooting or the president's trip to a foreign country to talk about international policy have little to no "soft news" information to discuss and instead delve right into "hard news" information.

All the similar websites seem to have a heavy emphasis on social media no matter what the content is. For example, a story may be about how a person used social media to make a difference in a person's life. Another example is that a story may be "hard news" and become a trending topic because a famous figure tweeted something important, or story about a famous figure is backed up with evidence on social media. Social media is so pervasive to almost every aspect of our daily lives throughout society, there is no avoiding it.

#### Contrast of Similar Websites

Some of the major differences between all of these websites are the amount of articles that are posted and how often there are posts. These numbers and time periods vary greatly between the sources. The websites that seem more successful like HuffPost College and BuzzFeed seem to generate the most variety of interactive content the most often. Another difference between the sites is that the HuffPost College and BuzzFeed seem to have a larger variety of colors without going overboard. The other websites have a few different colors, but they are not as vibrant and attention grabbing. HuffPost and BuzzFeed have a white overall color, but the top page fonts and tabs have the variety of color that can immediately grab the attention of viewers. The other websites have a general blue,

black, and white color scheme, the exception being Now This News, which has some small elements of Green and Red.

### College Media Sites

From my observations of the website and its content over the past few months, HuffPost College's top common themes for stories seemed to be about celebrities, sports/athletics, relationships, race relations, food, Greek life, and parties. The top stories change regularly and new content is frequently being added.

BuzzFeed has a tendency of getting young adults hooked to their content based on topics that keep their audience laughing, nostalgic, and just generally connect audiences to the site the best. The content is always fresh, and there is a huge variety of content. It is not just articles, but quizzes, lists, polls, etc. Some material is sensationalistic in the sense that headlines can sound very "doom and gloom, the end is near" content and it also draws in audiences with its common use of sarcasm in posts. Some of the topics include fashion/style, random news (i.e. nothing necessarily considered "hard news", but more of "soft news" that is interesting but not as newsworthy as "hard news"), pop culture, technology, music videos, crime, and race relations.

College News rarely has a change in top stories. The site adds additional content about once a week. The topics that College News breaks up its content into are news, resources, and lifestyle. The respective stories within these groups

include a strong focus on music, film, celebrities, fashion, sex and dating, careers, and some articles referencing drug use.

Now This News has categories with the top news stories, as well as U.S. news, entertainment, world news, politics, food, and science/technology. Many stories within these categories include blog posts about sports, gay rights, television shows/movies, famous Tweets, guns/politics of guns, etc.

There are clearly some common categories of blog posts that college-age news media sites focus on; the most common ones seem to be the socio-political issues of war, gun violence, gay rights, etc. as well as a high value on entertainment news like fashion and celebrity gossip. Of large importance for all these sites also seems to be career information/advice and sex/relationship/dating content. Sports are a large part of content, as are any pop culture or social media references.

Student Daily News is unlike all other news sites. It is unlikely that college-aged adults will use this website compared to the other ones previously mentioned. However, it is important to add in a purely informative news educational news site rather than just a “soft news” to “hard news” approach to content. Some of the major topics for the website include presidential news, international news, technology and consumer news, as well as socio-political news.

### Humor versus Traditional

Part of the large switch to alternate sources for news from the cable television news to other forms of news is the way that the news is presented.

Traditional news tends to be conversational and to-the-point. However, it is very serious, can be vague or unclear on details, and can be difficult to get direct information or commentary from at times. This is why I believe that most people in my generation would prefer shows like The Colbert Report or The Daily Show with John Stewart to get some to all of their news. These shows take real news events, and find holes in the arguments of politicians or poke fun at their rhetoric or actions. I believe that young adults find this refreshing to see that they are not immediately glorified or demonized as traditional media sometimes does. Rather, they tend to make fun of anyone who says anything that can be made fun of. Young adults still learn very basic information about these news events if they did not know about it already, but it gives a light-hearted feel to the news. In this day and age, it seems like our young adult generation focuses on media that have heavily incorporated humor or some sort of entertainment value into any kind of news, whether it is sports, entertainment or “hard news”. Based on personal experience and the opinion of fellow college-aged adults, the news can be very depressing sometimes, and can make us feel powerless. Humor brings the joy and/or realisticness of a situation into the focus, and it seems preferable to our age category than traditional news.

### How to get the disengaged, engaged

Some experts suggest that just being exposed to news is not enough to have an impact on audience members.<sup>20</sup> For there to be an effect, the audience member has to see a connection between himself/herself and the content they are watching, as well as a psychological interaction with that content. This research helped push Headlines in the direction it is now and proves that the goal of Headlines, to create content that directly relates to the audience, should be successful if it correctly takes this approach.

Boyd suggests that social networks allow disengaged people to have a starting point into political engagement because they can see content they would otherwise not seek out themselves. By starting with “soft news” content and sinking into “hard news” content, it can be much easier to catch the interest of the disengaged. This is what caused Headlines to take a “soft news” direction with online quizzes and polls. The goal is for the disinterested to notice the quizzes and polls, decide to take these interactive quizzes/polls, and then navigate to other Headlines content because they are already on the website/Facebook page/Twitter page.

However, Boyd also suggests that in an age of options for online content use, young adults can very easily avoid content that they would not generally have

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<sup>20</sup> Kwak "Talking Politics and Engaging Politics: An Examination of the Interactive Relationships Between Structural Features of Political Talk and Discussion Engagement." 90

an interest in.<sup>21</sup> There are options to “block” statuses from a particular person so that they do not show up in your “newsfeed” of all the statuses of your “friends.” This is a very viable option for those young adults who wish to avoid news content. Even by just avoiding what this person says, it is more likely to not come up. The “friends” that you interact with the most on Facebook are more likely to have their content show up on your “newsfeed” than those you do not interact with as much, based on personal observations. For Twitter, this option is not possible. However, it is possible to “scroll” right past this particular person or Tweet, just as you can do with Facebook. On WordPress, it is possible to see the blog posts that other users have created and scroll through to see the first couple of sentences along with the headline and accompanying picture with it. There are the options to “reblog,” “comment,” and “like,” much like Twitter.

Ginwright and Taj suggest that the path to youth engagement is using youth culture to get them involved in politics.<sup>22</sup> By using parts of youth culture, it is easier to understand the youth and for them to understand why they should be engaged in politics and news. This includes using youth culture language; words that are easier to understand and perhaps include slang or other pop culture references that young audiences would understand. It also includes content development involving youth culture. This may include references to celebrities, pop culture, music, slang terms, evoking a particular form of writing, etc.

Headlines makes some connections to this research by trying to make a

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<sup>21</sup> Baumgartner “MyFaceTube Politics: Social Networking Web Sites and Political Engagement of Young Adults.” 6

<sup>22</sup> Ginwright “From Assets to Agents of Change: Social Justice, Organizing, and Youth Development.” 39

connection to current events/news and using youth culture to achieve a connection with the audience.

### **Chapter 3**

#### **Multimedia Project: The Experiment**

Headlines keeps the same picture so that there is no confusion that it is the same project (Appendix A). The blurred picture of newspapers was chosen to keep with the title of “Headlines” for easy profile picture-to-brand name connection so that there would not be confusion. A picture of multiple microphones was chosen as a secondary picture due to its media connotations. An immediate thought to many who look at the website may assume that the microphones are for press conferences. Another option is that the viewer assumes there are microphones because something important needs to be said. Those were the two main ideas I had when I chose the picture of microphones.

The multimedia project also is consistent in terms of looks and content. I did not stray from the similar look between the WordPress account, Facebook account, and Twitter account if I was able to help that. I also tried to keep all the same content on each page/account. For example, if I posted a video on WordPress and then a blog on WordPress, I would put them both on Facebook and Twitter for consistent content. The same can be said of Facebook and Twitter on WordPress.

### Types of Content Generated

The types of content generated were videos, blog posts, quizzes, polls, and links to other articles. The videos are all under one minute in length to be short and to the point while giving a basic explanation of the story topic or question posed. Most are around 35 seconds and name the topic/question, explain why or give the answer as to how it affects the viewer, and end with the Headlines name, slogan of “quick and easy,” and end with the blurred newspaper pictures and Twitter handle of @HeadlinesSU.

There is an additional blog post that is the same topic as the video. The blog post, however, gives a more in-depth explanation of the topic itself with any definitions of words or concepts that are not easily understood. There are also hyperlinks, or highlighted and underlined words that are linked to a different website. The hyperlinks help give alternate information than what Headlines contains. Hyperlinks can also validate the content written in Headlines blogs. The blog posts also includes a more in-depth explanation of why the topic affects the viewer. This was done so that if viewers have any unanswered questions from the



short video, they can be answered with the blog post. If those questions from the audience are still unanswered, then can comment on Facebook, reply on Twitter, or comment on WordPress to ask for more information, more of an explanation, or the sources I got the information from.

Quizzes were created to have an additional layer of interactivity for audience members. The quizzes ask questions about the user's personality or about other defining characteristics like a teenage magazine may or as if BuzzFeed may do. The quizzes are less than 20 questions and easy to answer, so it does not take much time to finish the quizzes to get the answer.

Polls are created throughout the WordPress and Facebook. They were not included in the Twitter account because polls are not typically found directly on Twitter, but rather on a link from a Twitter post to an article with a poll at the end. It seemed more logical to post polls only on Facebook to gauge how the Headlines page was doing, and it seemed more logical to post polls at the end of WordPress blogs to get an understanding of what readers thought of the articles.

Links to other articles are extremely common on Twitter and Facebook. I was not entirely sure about WordPress because I do not use WordPress frequently as I do with the first two account sites. I posted links from other articles as an additional source of information, a direct view of a source I may have used in creating and developing video and blog content, and as a way for viewers to possibly have their eyes catch a popular website name and create interest in my website based on the website link I post. For example, if somebody who "liked" Headlines on Facebook was scrolling through their newsfeed and saw a BuzzFeed

article that looked interesting, there is a very high chance (based on personal experience) that he or she will look at who posted this BuzzFeed article. My hope is that they will see Headlines posted an article they may be interested in, and may click on the Headlines link to see what other articles may have been posted.

### How Information Was Measured

The data of online traffic to Headlines was measure by using the analytic tools that Facebook, Twitter, and WordPress come with, as well as using the information given to calculate some of my own numbers. Appendix D shows some of the numbers given by these sites to help calculate the average numbers of people who viewed a post on Facebook, people who followed Headlines back on Twitter, and who followed Headlines on WordPress. Facebook was measured by the number of “organic” (or non-paid) views of the posts on the Headlines account. Twitter was measured by the amount of followers to amount of people that Headlines followed. Finally, WordPress was measured by the number of users who followed the page based on time being active and number of followers total.

### How Often Content Was Generated

Content was difficult to generate at a certain time every day due to time conflict issues. However, the goal I had was to create several content posts every week. I tried to switch up content types, between videos, quizzes, links and polls to gauge what kind of content the audience wanted. I knew that if I continually

posted only videos every week and that was not what the audience wanted, they would tune out to Headlines because that is not the content they wanted.

Likewise, if I posted just blogs for several posts in a row or only links to other articles for several posts in a row and it was not what the audience wanted, they would get bored and not come back to the site. That is why I mixed up the content with every different post as much as I could. I think this method was effective because I did not lose any followers or people “liking” my page. I believe that if I continued with one style, viewers might have ignored my posts and “unliked” or “unfollowed” my page if it bothered them enough.

## **Chapter 4**

### **Results and Analysis**

The results of Headlines’ online traffic and readership was much less than expected. In an ideal situation, there would have been at least 100 Facebook “likes” for the page and at least 50 Twitter followers. I did not set a minimum goal in order to consider this capstone a success because I felt that would take away from the content and natural flow of the project. Although many organizations similar to mine would push heavily to get as many hard numbers (in terms of likes, “retweets”, “replies”, “comments”, “followers”, etc), I felt that the best route was to put information that caught viewer’s eyes, not “shoved down their throat” to the point of overkill that people would get sick of my posts and not

pay attention. The point of Headlines was to have such interesting and eye-catching titles and information that readers would naturally be drawn to look at articles, rather than be constantly bombarded with requests to “like”, “retweet”, “reply”, etc.

### Findings on Facebook

Facebook provided the most helpful information to gauge what the audience was most interested in. I was able to see how many people saw my posts on the Headlines Facebook account. I looked at the number of people who looked at the posts for each category of post: videos, quizzes, polls, links to other articles, and blog posts. I tallied the number of posts in each category and the number of people who looked for each number of posts. I then averaged the number for each category to get the number of views per post category (see Appendix D for multimedia project data). I had assumed that videos and quizzes would get the most number of views, but I was half right in that hypothesis. I believed that as videos were the most interactive and engaging of the categories, those would be the most popular posts to view. However, the data showed that most people looked at videos and links to other articles. The hypothesis was half right because I felt videos would be one of the most popular categories, but the guess of quizzes was wrong. I believe the data does make sense because some of these links are to BuzzFeed and other popular sites for young adults, which may catch the eyes of my audience better than other posts.

### Findings on Twitter

Twitter did not present itself to be the most actively viewed by audience members. There were very few followers, at least much lower than was expected (see Appendix D for multimedia project data). I “followed” dozens of nationally/internationally known organizations and political leaders. I assumed that because the Twitter account was public and anyone could see the profile, I get instantly get lots of “followers.” However, that was not the case. My advisor suggested that I “follow” local journalists, and that did generate some additional “followers” to the list. It did not work that much in favor of Headlines, though, because there were only 11 followers for the 127 accounts that I followed on Twitter. This is again a scenario where I did not make the focus to get a certain number of likes because I felt that it would skew the most accurate result of data. The goal was to get “likes” by word of mouth or view, not to “shove it down other’s throats” so to speak and constantly over-promote the page. Perhaps if I set the goal to at least 50 followers I would have successfully reached that number, but I felt it was better to get a more organic set of data this way.

### Findings on WordPress

The results from WordPress indicated that I less than 10 people to follow my blog (see Appendix D for visual statistics). Again, this was a case of not heavily pushing for followers in order to see what the organic results would be. WordPress was not very successful on its own, but was somewhat successful in being shared on Facebook. Facebook got people to pay attention to the blog posts.

Having a blog was not optional to me when I created Headlines. I felt that it was a necessary part of how journalism works today. Television reporters have a written story to accompany their packages, and online newspaper writers have their content on some sort of blog. Therefore, I felt it was essential to have a blog as part of the multimedia project. However, research shows that the public is not particularly excited about blogs. The media and academia may find it to be essential or prefer to include it as part of their work, but the public does not generally follow them as expected.<sup>23</sup> This made me question whether I should have a blog in as part of the multimedia project. What made me decide to keep the blog was that because it tends to be the standard with news, I wanted to keep that similar format. The intention of Headlines is to make changes, but it is much easier to gauge how effective these changes are when there are some constants in the experiment.

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<sup>23</sup> Ferguson “Thin Democracy? Parliamentarians, Citizens, and the Influence of Blogging on Political Engagement” 366.

## Chapter 5

### Conclusion

Is this a matter of the disengaged staying disengaged, or a lack of efficient marketing towards the disengaged? I do not know for sure. Based on my personal experience before my capstone, I would have told you that my guess is that the disengaged will stay disengaged. A large part of this is that there is not efficient marketing towards the youth in terms of content development and attention-grabbing techniques. After my capstone, I believe it is still that the disengaged will stay disengaged until they realize that small steps (that they could learn from sites like Headlines), they can take will dramatically effect what happens in their daily lives. I believe that my friends who never normally have an interest in news paid attention to it because I was so enthusiastic about it. I do not know for sure whether people looked at Headlines content because they had a genuine interest or because they wanted to see how I worked as a writer and journalist. The results can tell a lot about the 18 to 21 year old age category, but it may never be truly unbiased with a small amount of “test subjects” that are regular audience members.

Is this a matter of the news and government not paying enough attention to issues that matter to them? It scares me, quite frankly, that young Americans are not getting more involved with politics and public policy as they get older.<sup>24</sup> I believe that my peers do not feel as if their opinions are welcomed by political leaders. From my conversations with fellow students, I think a large part of their

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<sup>24</sup> Carpini 343

frustration is that their interest in politics, news, and changing the world to make it a better place are equivalent to constant fights against corporations and leaders. Many people I have spoken with over the years have said that they feel as if facts and opinions are thrown at them, rather than given to them in a manner of discussion. For example, one peer had told me that she felt her voice as a future leader did not matter because the generation “in power” told her what was happening in her field of work, told her what was right and wrong, and left it at that. She said that this was through academic articles, face-to-face discussions with leaders, through news interviews she saw on television, and multiple other forms. She, along with many others in my age group, does not feel as if they are rightfully given a privilege to be heard in matters of politics, news, and what goes on around them.

Is it a matter of the more formal, rigid way that the news is presented; are young adults looking for a new, fresh way to get the news? I believe through both the creation of Headlines and through personal experience that young adults have a lack of trust towards the media, and the formal, traditional way of news presentation is nearly dead. News media have pushed forward a heavy social media agenda and online streaming for the most part. However, there is still a clinging onto the formal presentation of news that has probably not changed in 40 years.



### Overall Trends from Research and Experiment

It seems the interjection of humor such as The Colbert Report and The Daily Show with Jon Stewart are more appealing to young adult audiences. The use of slang references that news programs do not use is also very appealing to young adults. News channels do use conversational, easy-to-understand writing, but do not necessarily “level up” to the kind of simple, funny, understandable media that knows how to cater to younger audiences. There are many efforts, like an emphasis on social media and some fun videos that are lighthearted, but television news seem to not quite meet the level that 18 to 21 year olds are looking for. The media seems to understand that social media and online streaming are the future, but do not utilize social media and interactive content to the full extent that they could. College-aged sites and social networks do utilize all the interactive activities and content, and that is part of the reason they are so successful for our age group. I also believe that since these sites and social networks do not focus strictly on news, but rather a combination of “hard news” and “soft news” together, they are more successful and cater to young adults better with a variety of interests. Sites and networks that utilize the “soft news” easing into “hard news” technique are significantly more successful than traditional “hard news” media.

Facebook still seems to be the biggest contender for garnering the attention of young adults. Twitter and WordPress do not seem to be popular for the age category. There have been reports on and off that say Twitter will be overtaking Facebook or already is, but based off this experiment, that statement is not

accurate. Facebook seemed to have the most overall audience and continual viewership, it seemed to have the best options to interact with the audiences, and seemed to get the most people to “like” it.

### Outcome for News Future Based on Research and Data

Several major themes popped up between the research and data collected from working on Headlines. The more interactive the news, the better. People get bored being talked at. They want to feel as if they have a say, as if they can respond back like a conversation, and as if they can do more than just sit and watch. Being able to not just watch videos, but use quizzes, learn and be entertained, and have fun are important for young adult media consumers. In addition, the shorter, the better. Young adults like a “short and sweet” answer. They do not want long, drawn-out information. They want a small amount of important and/or interesting information and quick explanation. If they want additional information then they will seek it out. For their initial information, they want those quick explanations.

What I also noticed from Headlines was that there was a trend of more “likes” on Facebook for more videos and links to other websites or website stories than other kinds of content. Twitter did not show a lean towards one kind of content or another, nor did the website. My hypothesis was that quizzes and videos would generate the most online traffic content and have more audience members attracted because they were the most interactive. Youth-oriented

websites such as BuzzFeed are well known for their interactive material like quizzes and videos, so I had believed I might have a similar success. I am not sure why links to other websites and articles were more successful than quizzes, but I think if Headlines was continued for a longer amount of time and I had more analytical tools to figure this out, I would be able to pinpoint why.

#### Outcome for News Future Based on Personal Experience

Professor John Nicholson asked my BDJ 465 class a question as second-semester seniors. He asked us not to give us an answer immediately. He told us this was a question we should think about for this semester; in addition, a question we will experience firsthand throughout our careers. What is the future of news? Professor Nicholson asked us to think about where the news is right now, where it is headed, how it will change. Will these changes be for the better or for the worse? Will television news exist by the time we are middle-aged? Will news be completely online? Is it worth being a member of the media for a career? The question I was told to ponder directly correlates with my capstone. Where is the future of news going? Was Headlines a wise decision for a capstone? Did I take the right approach, and are online video, quizzes, links, and other similar interactive features going to be the standard?

Based on my personal experience, as well as completing my capstone, I believe at this point that television news will exist during my lifetime. I do not think it will have nearly as many channels, and I do not think it will have 24 hour a day, 7 days a week airtime on television. I believe streaming the news online

and more interactive features will become the norm, but it will not fully replace television within the next 70 or so years that I am alive (hopefully). I foresee more content such as the GIFs, or moving images, used in the media, as BuzzFeed does. I think these youth-gearred websites are the future of the media. The focus for young adult websites are not news-heavy, but rather entertainment and technology focused with news as well.

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## Appendices

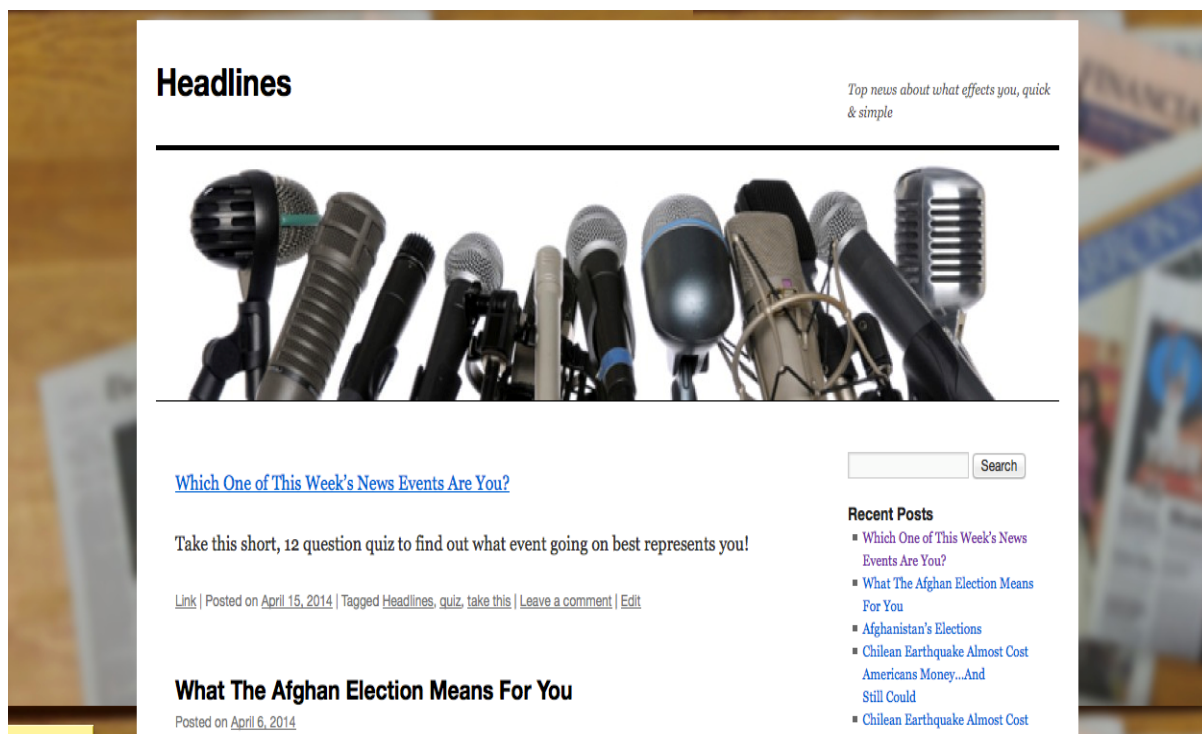
### Appendix A



A1. Microphones used for header



A2. Blurred newspapers for profile picture and background







A3. Headlines WordPress account with profile pictures as a “tiled” background



A4. Headlines Facebook Account



[Home](#) [Notifications](#) [Discover](#) [Me](#) 



TWEETS  
42

PHOTOS/VIDEOS  
3

FOLLOWING  
127

FOLLOWERS  
11

FAVORITES  
1

More ▾

Edit profile

Tweets

Tweets and replies

 **Headlines** @HeadlinesSU · Apr 15

Which One of This Week's News Events Are You? [wn me](#)

Who to follow · [Refresh](#) · [View all](#)

 **CBS Evening News...** 



A5. Headlines Twitter account

## Appendix B

### Headlines Statistics

In honor of #StPatricksDay see why #Guinness is less Irish than you think! @TheEconomist #Headlines  
[#HeadlinesSU pic.twitter.com/btq2vVTQUy](#) 1 click  
 17 Mar 2014, 9:10 AM Pacific time

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#### B1. The number of clicks on a Twitter post



#### B2. The number of clicks on a Twitter post

@BuzzFeed Were any of these were effective to get young people to sign up for #Obamacare? RT- funny,  
 Reply-not funny [buzzfeed.com/bennyjohnson/1...](#) 2 clicks  
 2 Apr 2014, 12:08 PM Pacific time

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#### B3. The number of clicks on a Twitter post

Public school kids will see changes in their learning because of Common Core Standards. What does this mean? [birmingham.patch.com/groups/schools...](http://birmingham.patch.com/groups/schools...) 1 click

6 Mar 2014, 11:08 AM Pacific time


B4. The number of clicks on a Twitter post.

What could possibly play a #role for in the items you see in #shops & #grocerystores  
[youtube.com/watch?v=x5q8tA...](http://youtube.com/watch?v=x5q8tA...) 0 clicks #Headlines #HeadlinesSU

6 Apr 2014, 3:01 PM Pacific time

47x NORMAL REACH

B5. The number of clicks on a Twitter post

 **Sarah Moses** and 8 others followed you

Apr 16



 **Win Tesco Shopping** retweeted you

Apr 6

Apr 6: What could possibly play a #role for in the items you see in #shops  
 & #grocerystores  
[youtube.com/watch?v=x5q8tA...](http://youtube.com/watch?v=x5q8tA...)  
 #Headlines #HeadlinesSU



 **Medallion Fever** and **Florida NC** followed you

Feb 17



B6. Twitter followers



B7. Twitter profile page showing followers and posts

## Gender



B8. Twitter analytics of followers by gender

## Interests

Most unique interests [?](#)

60% Business news and general info

---

30% Books news and general info

---

20% Marketing

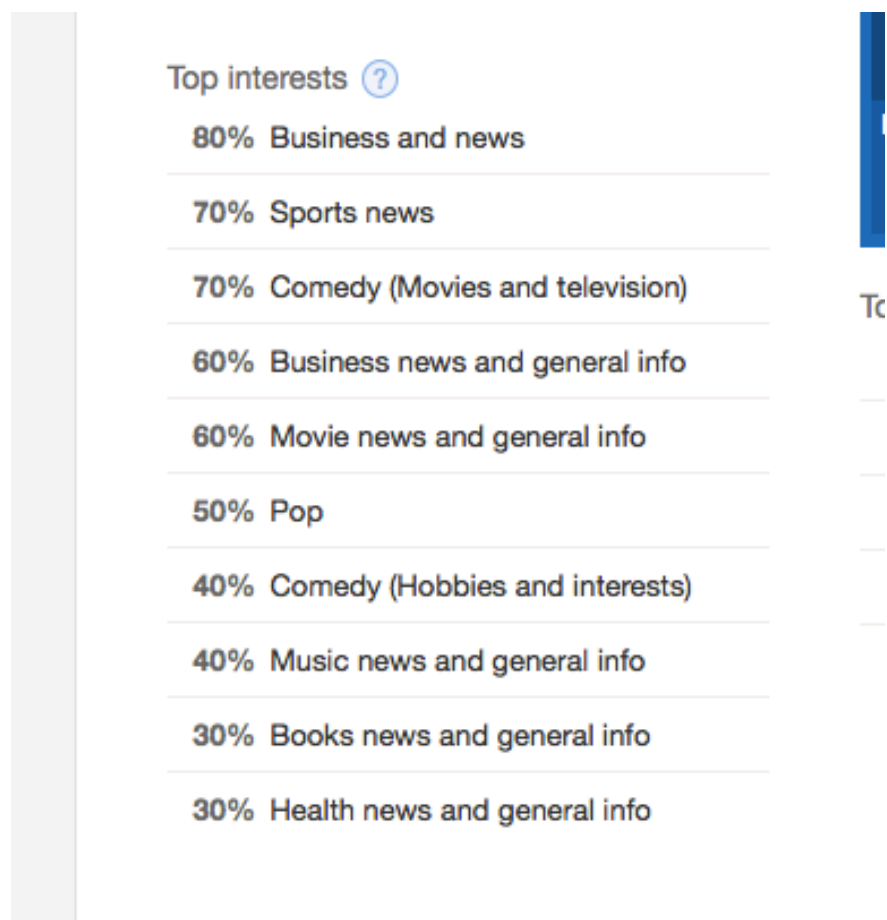
---

10% Blues

---

10% U.S. military

B9. Twitter analytics of follower's interests

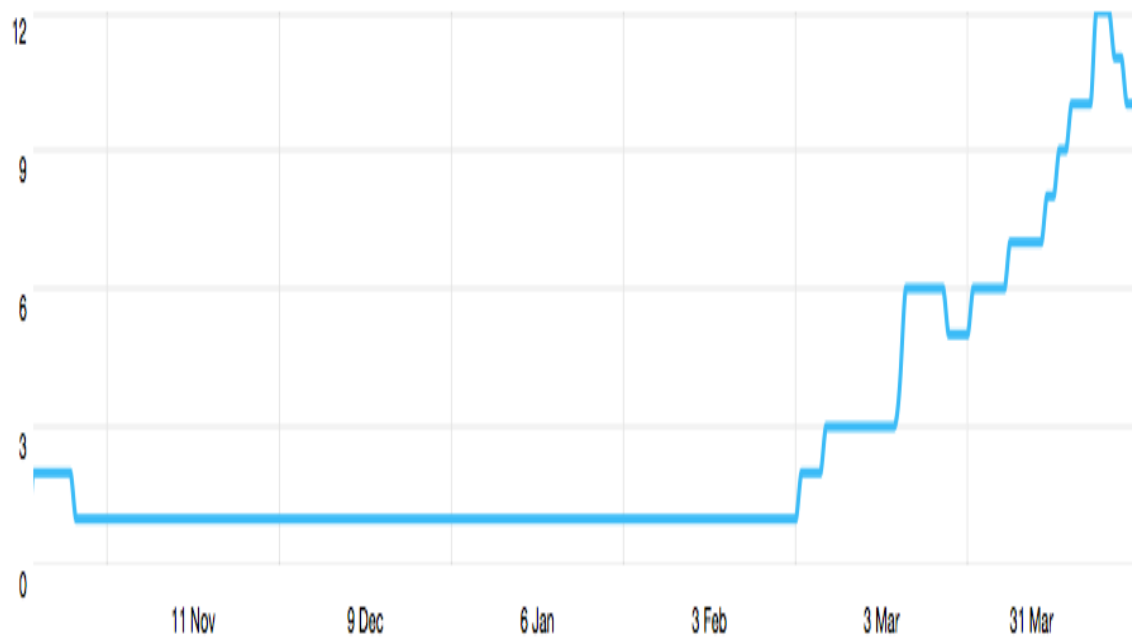


B10. Twitter analytics of follower's top interests

RECENT TWEETS	SHOW: BEST GOOD ALL	★ FAVES	↻ RETWEETS	↩ REPLIES
Which One of This Week's News Events Are You? <a href="#">wp.me/p3NxxG-1T</a> 0 clicks via @HeadlinesSU 15 Apr 2014, 2:40 PM Pacific time		0	0	0
Which One of This Week's News Events Are You? <a href="#">wp.me/p3NxxG-1T</a> 0 clicks 15 Apr 2014, 2:38 PM Pacific time		0	0	0
What The Afghan Election Means For You <a href="#">wp.me/p3NxxG-1k</a> 0 clicks via @HeadlinesSU 6 Apr 2014, 3:17 PM Pacific time		0	0	0
What The Afghan Election Means For You <a href="#">wp.me/p3NxxG-1k</a> 0 clicks 6 Apr 2014, 3:17 PM Pacific time		0	0	0
Afghanistan's Elections <a href="#">wp.me/p3NxxG-1P</a> 0 clicks 6 Apr 2014, 3:04 PM Pacific time		0	0	0
What could possibly play a #role for in the items you see in #shops & #grocerystores <a href="#">youtube.com/watch?v=x5q8tA...</a> 0 clicks #Headlines #HeadlinesSU 6 Apr 2014, 3:01 PM Pacific time	47x NORMAL REACH	0	1	0

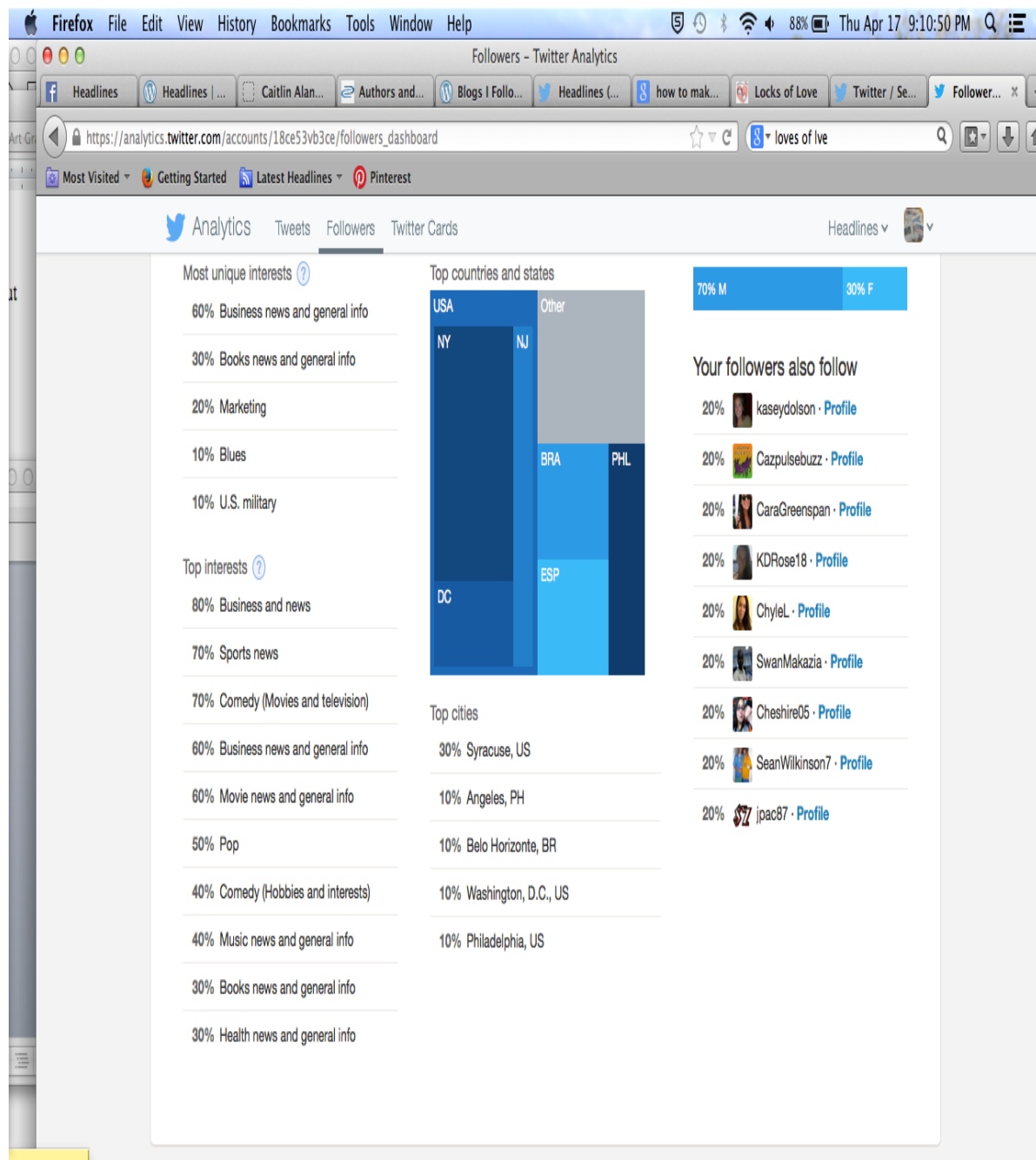
### B.11 Twitter analytics of posts

10 followers as of 4/14/2014 (days shown in Pacific time)

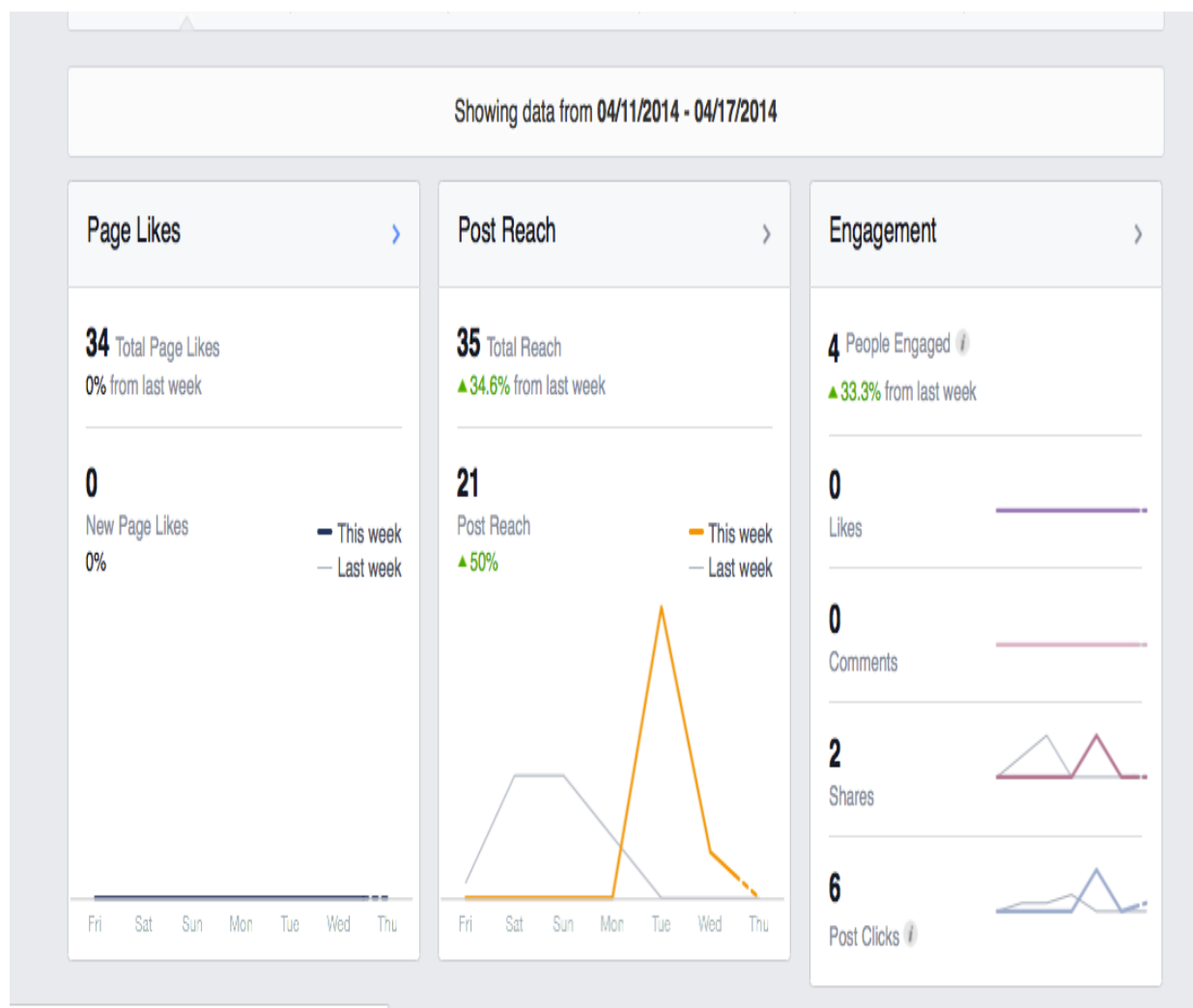


B12. Twitter followers

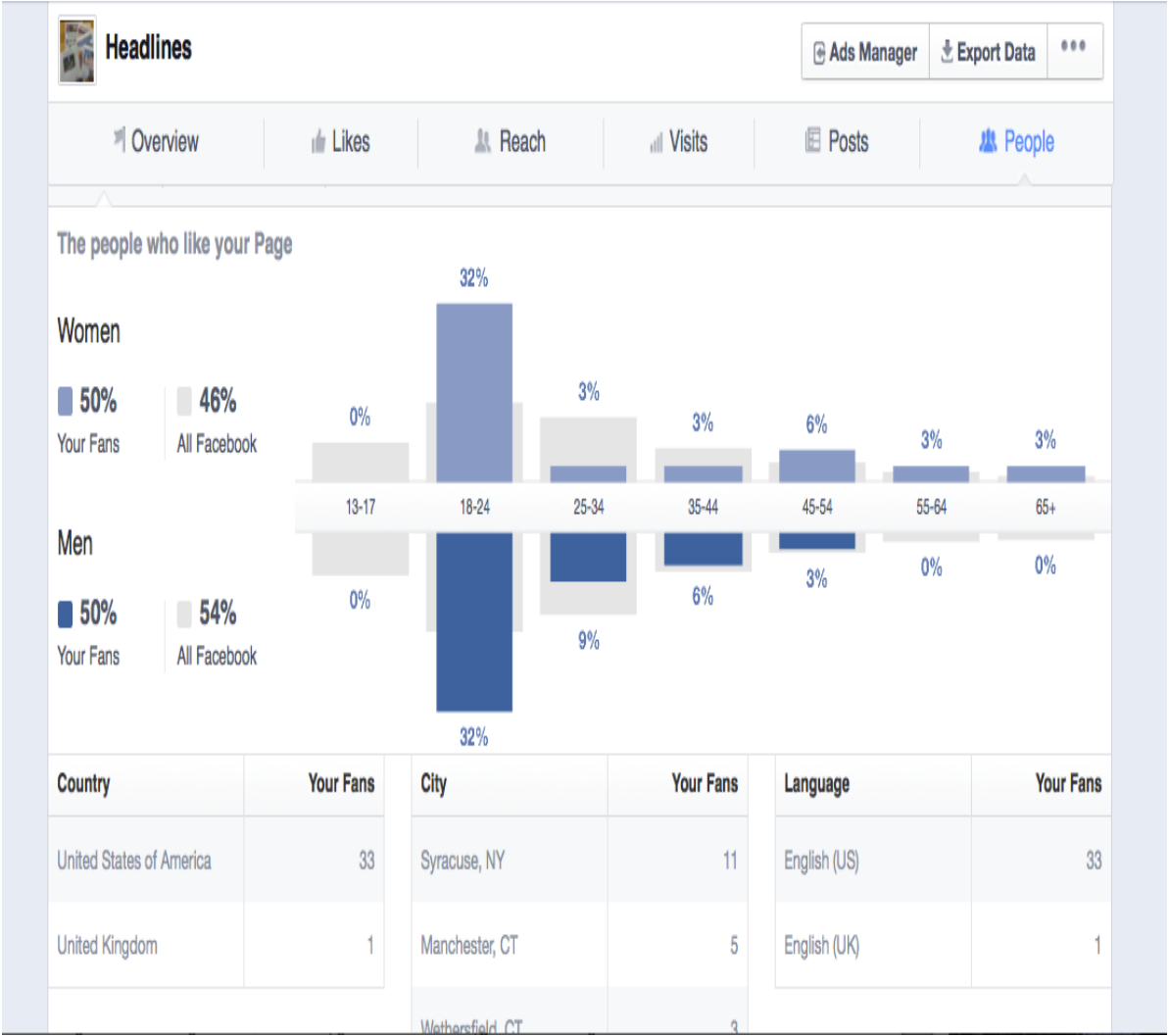




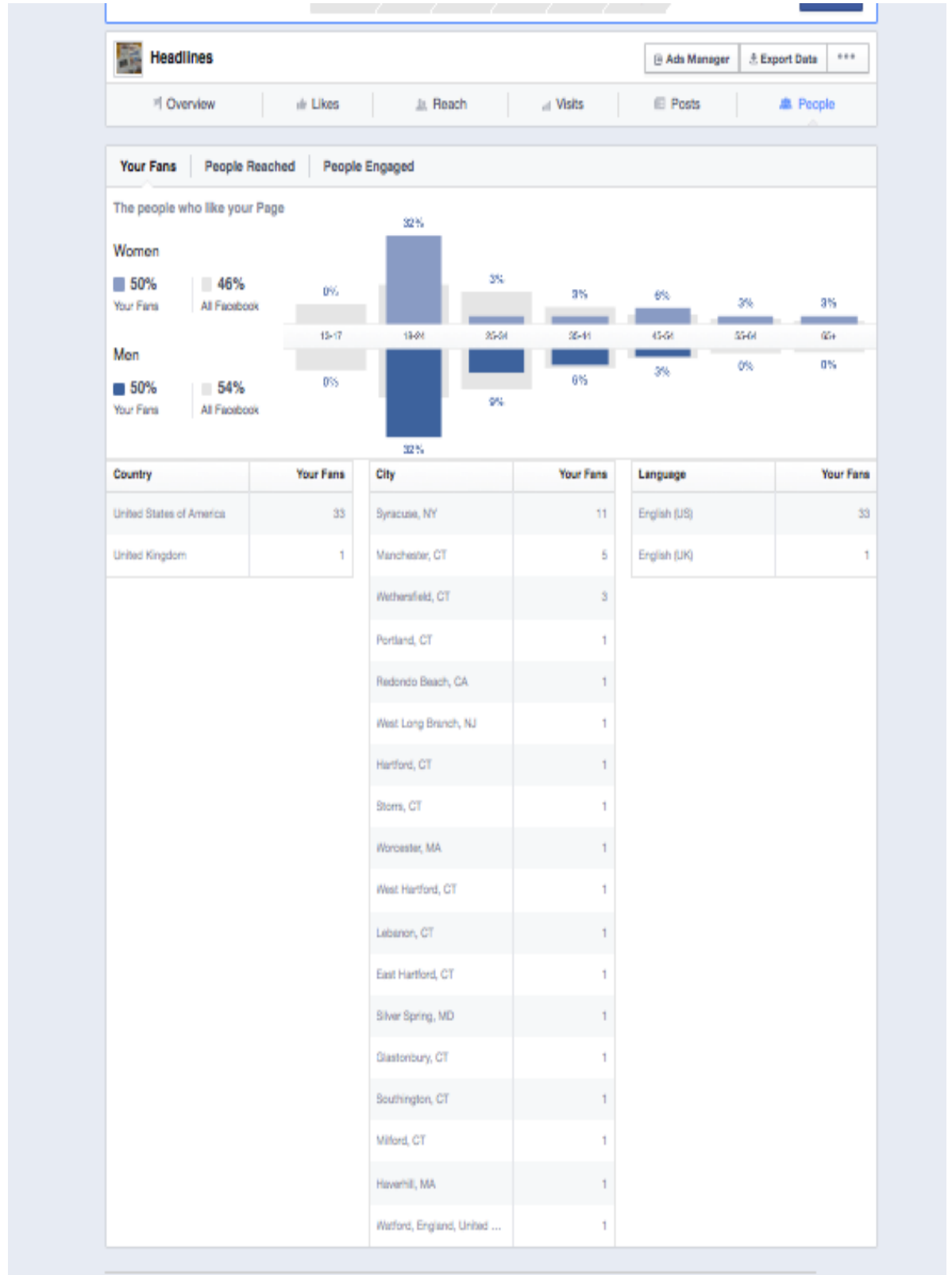
B13. Total Twitter analytics



B14. Facebook data



B15. Facebook audience data



B16. Facebook audience location total data

Best ever

10  
views

All time

34  
views





0

comments

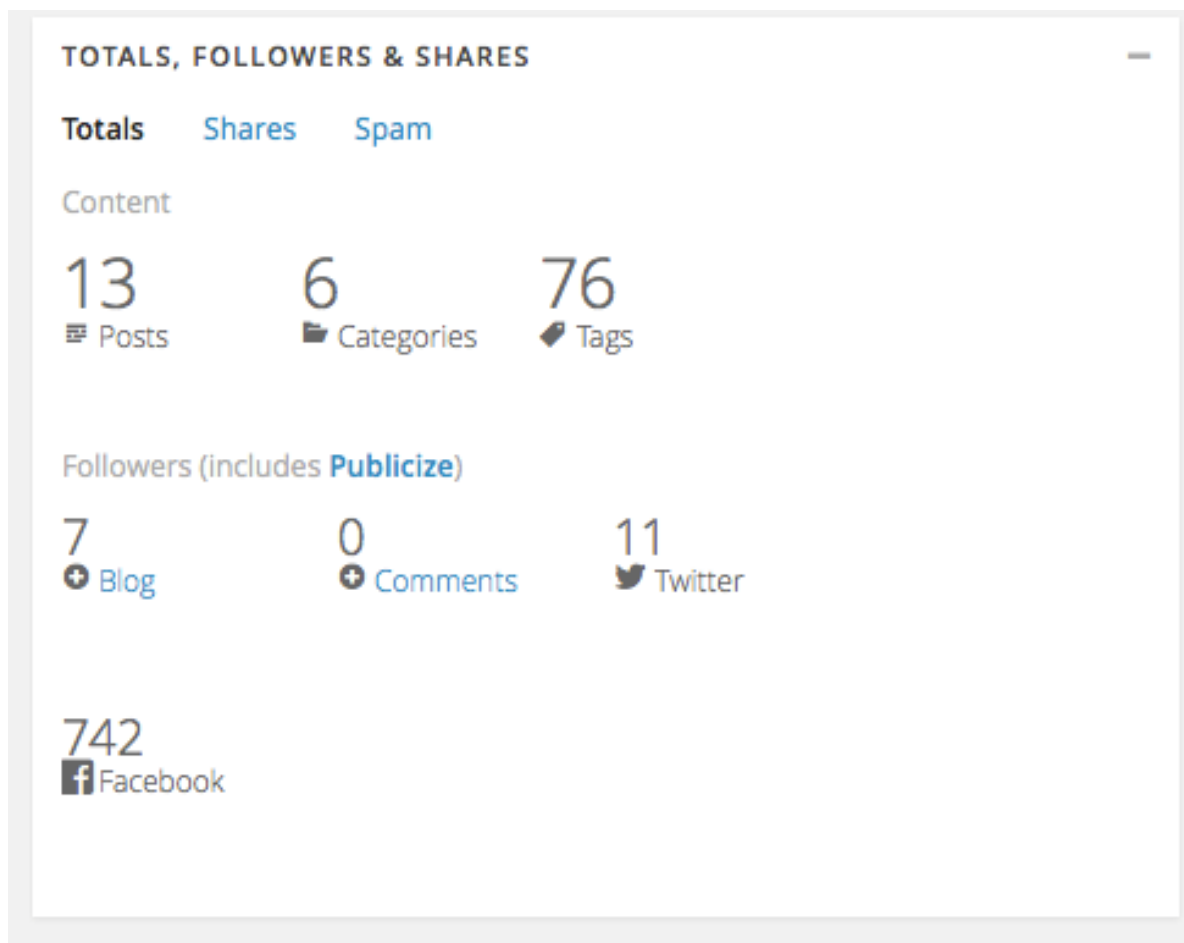
## B17. WordPress followers/viewers

Recent Weeks									
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Average	Change
Mar 10	Mar 11	Mar 12	Mar 13	Mar 14	Mar 15	Mar 16	0	0	
0	0	0	0	0	0	0			
Mar 17	Mar 18	<u>Mar 19</u>	Mar 20	Mar 21	Mar 22	Mar 23	7	1	∞
0	0	7	0	0	0	0			
<u>Mar 24</u>	<u>Mar 25</u>	Mar 26	Mar 27	Mar 28	Mar 29	Mar 30	3	0	-57.14%
2	1	0	0	0	0	0			
Mar 31	Apr 1	Apr 2	<u>Apr 3</u>	<u>Apr 4</u>	Apr 5	Apr 6	5	1	+66.67%
0	0	0	1	4	0	0			
Apr 7	Apr 8	<u>Apr 9</u>	<u>Apr 10</u>	Apr 11	<u>Apr 12</u>	<u>Apr 13</u>	4	1	-20.00%
0	0	1	1	0	1	1			
Apr 14	<u>Apr 15</u>	Apr 16	Apr 17				1	0	-41.67%
0	1	0	0						

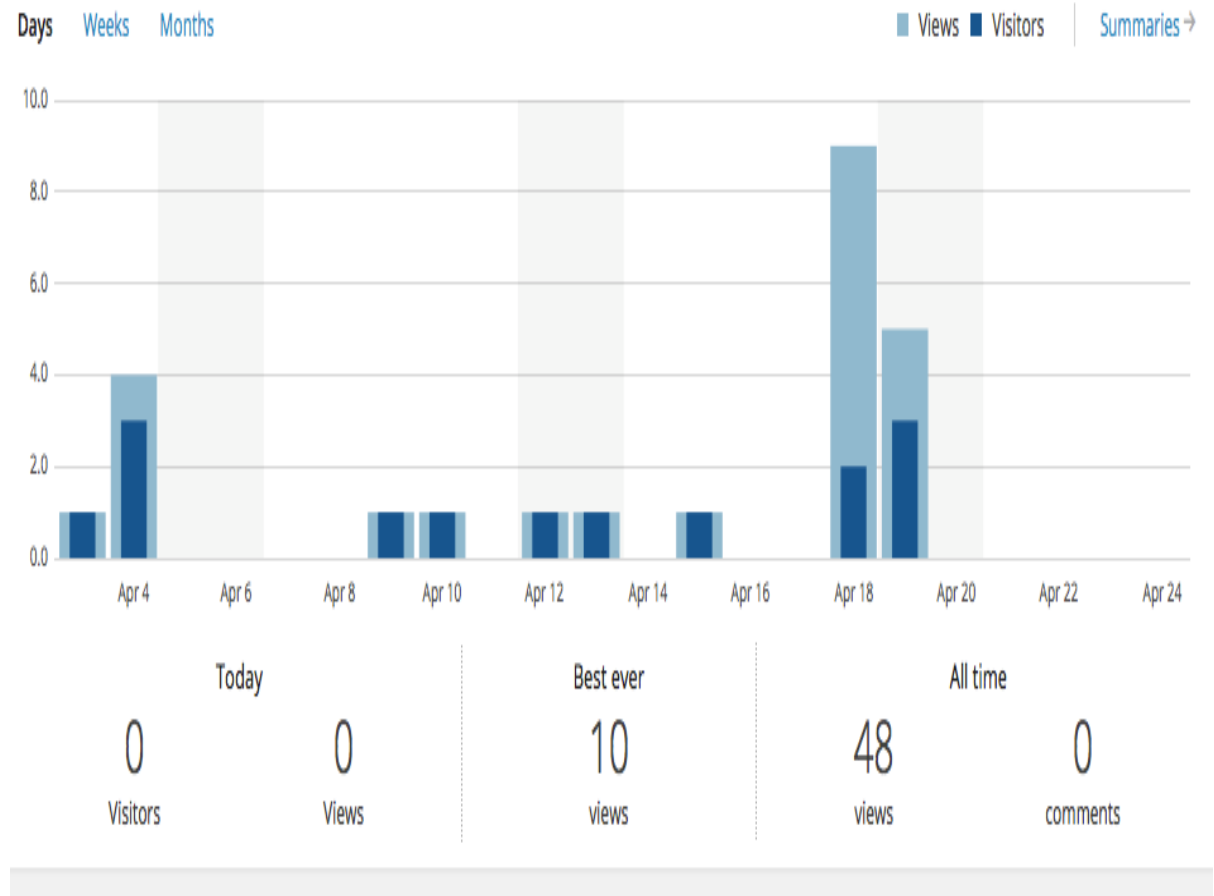
## B18. WordPress views

<div>  Reader Stats My Blogs Freshly Pressed <div>  New Post   </div> </div>													
Months and Years													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014		14	10	10									34
Average per Day													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2014		1	0	1									0

B19. WordPress views



B20. WordPress totals



B21. Updated number of WordPress views

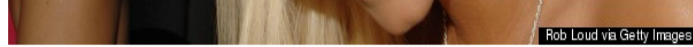


## Appendix C

### Similar Websites

The image shows the Huffington Post College homepage. At the top, the site's name "HUFFPOST COLLEGE" is displayed in a large, blue, serif font. Below the name is a navigation bar with various categories: FRONT PAGE, POLITICS, COMEDY, TECH, SPORTS, STYLE, IMPACT, PARENTS, HEALTHY LIVING, HUFFPOST LIVE, and ALL SECTIONS. To the right of the navigation bar are social media links for Facebook (Like) and Twitter (Follow). A search bar is located in the top right corner. Below the navigation bar, there is a section for "College" with links to College Rankings, Majoring In Debt, Breaking The Silence, Millennials, Greek Life, Girls In STEM, Ivy League, Hazing, and Student Activism. A news ticker at the bottom of the navigation bar displays headlines: "FROM AP: Obama calls Merkel to check in on Ukraine crisis" and "FROM AP: H&R Block will sell bank to E". Below the navigation bar, the main headline is "Belle Knox Isn't The Only College Porn Star" in large blue text. Below the headline is a large photo of Belle Knox, a blonde woman with long hair, smiling. To the right of the main headline is an advertisement for "THE SHAWARMY ARMY" with the text "WHOSE LIFE WILL YOUR CLOTHES AND GOODS TRANSFORM?" and a "SCHEDULE PICKUP" button. Below the main photo is a "Comments (151) | Belle Knox" link. At the bottom of the page, there is a "MOST POPULAR" section with a "Dear Parents, You Are Being Lied To" headline and a photo of two women.

C1. Leading story of HuffPost College homepage



Rob Loud via Getty Images

[Comments \(151\)](#) | [Belle Knox](#)

**University Health Survey Asks If Students Believe Being Gay Is A 'Perversion'**

[Comments](#) | [Kentucky»](#)

**Sorority Allegedly Forced Men To Eat Dog Treats And Wear Women's Undies**

[Comments \(23\)](#) | [Greek Life»](#)

**Dear Parents, You Are Being Lied To**



**WATCH: You've Never Known Love Until You've Heard A Baby Sloth Squeak**



**College Hoops Star Loses Biggest Little Fan To Cancer**



**How To Protect Yourself From This New Terrifying Security Flaw Called**

## FEATURED BLOG POSTS

**What No One Tells You About Friendship In Your 20s**



But as the night runs as late as your twenties, the dishes are cleared, the coffee is drunk and you begin to part ways. As your friends meander out full of good food and new beginnings, you can feel doors closing all around you.

**RIOT WITHOUT A CAUSE**



**Students Riot On A Tuesday For No Apparent Reason (PHOTOS/VIDEO)**

[Comments \(23\)](#) | [Iowa State University](#)

**This Mirror Will Take Your Selfies For**

## C2. Huffpost College homepage





**Geena Rocero**  
*Model, Transgender activist*

---

**This Sexual Assault Victim Didn't Report Her Rape Because She Wanted to Protect Me**

"I never pressed charges because I wanted to protect you. I couldn't bear to see another black man in jail."



**Gordon Braxton**  
*Blogger and activist*

---

**Hats off to Brandeis University!**

Brandeis' moral act on this issue invites those Muslims who invest heavily in the Jewish versions of Ayan Hirsi Ali to stop promoting these ex-Jews or anti-Semitism-vomiting Jews as the most favored Jews in certain Muslim communities.



**Imam Abdullah Antepli**  
*Muslim Chaplain, Duke University*

---

**The Student Loan Explosion**

The drag created by such big amounts of student debt is likely to reverberate throughout the economy

**Break is the weirdest f---king week of TV**



[Comments \(329\)](#) | [Jon Stewart](#)

---

**13 Struggles Of Being A College Tour Guide**



[Comments](#)




---

**The Kim K Bikini Photo To End All Kim K Bikini Photos**




---

**This Sign Language Rap Battle Is Unlike Anything You've Ever Seen**




YouTube / Jimmy Kimmel Live

**Follow HuffPost**

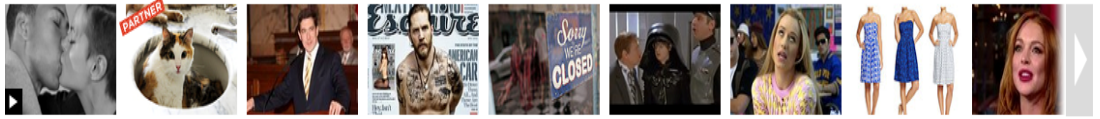
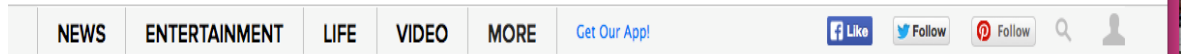




## C3. HuffPost College top stories

# BuzzFeed



17 Pets Who Think They're People

PRESENTED BY  
Natural Balance Pet Foods

FEATURED PARTNER



## Super Mario Cat

This is definitely what happens when cats are left alone.

Michael Tivikoff · a few minutes ago · 1 response



## 93 Thoughts I Had After Watching The First Season Of "Orphan Black"

BBC America asked BuzzFeed Creative Manager Josh

## Big Stories



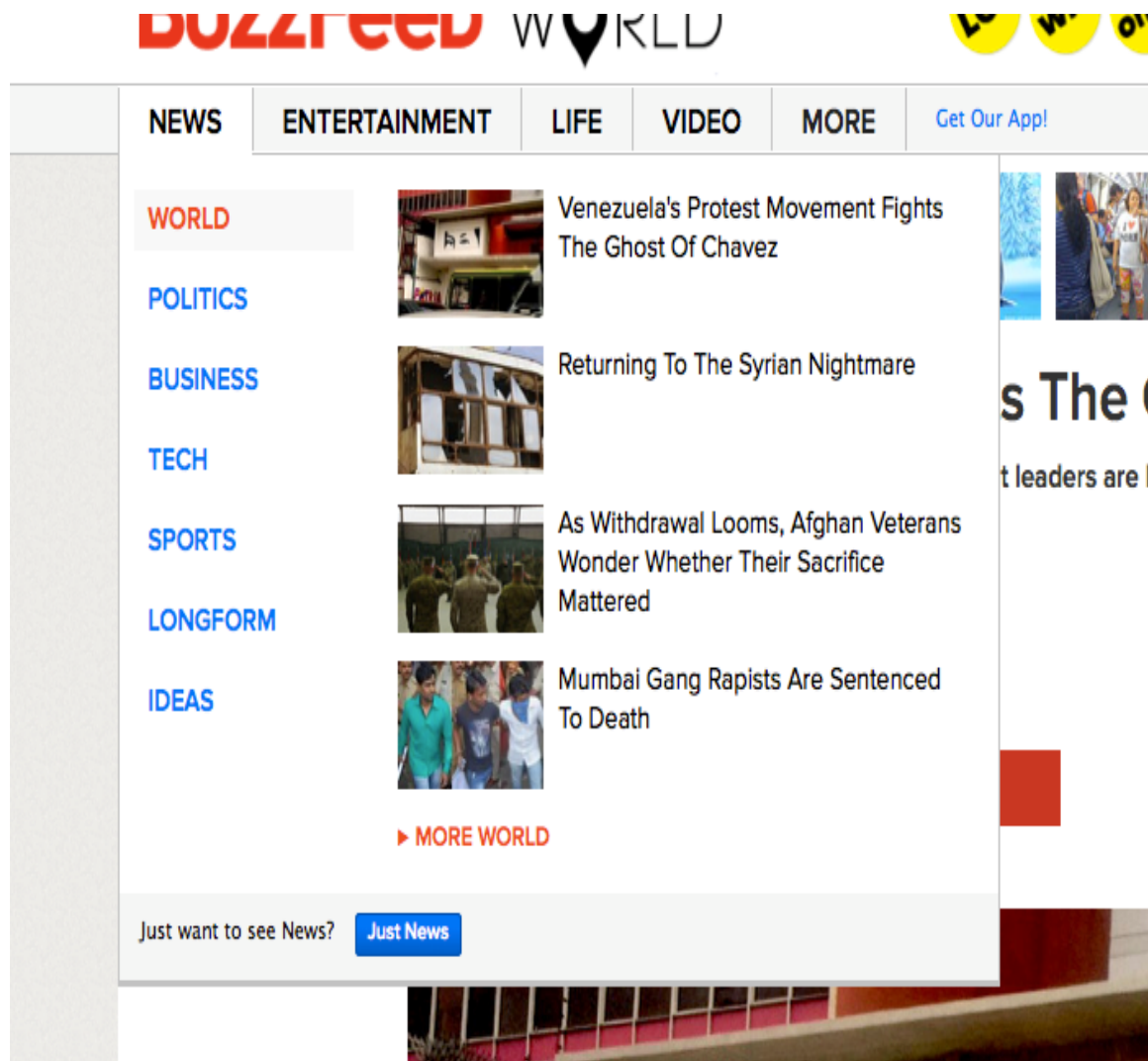
Irwindale, Calif.. City Council Declares

## Fresh on the web



C3. Leading story BuzzFeed homepage





C4. BuzzFeed News tab top stories



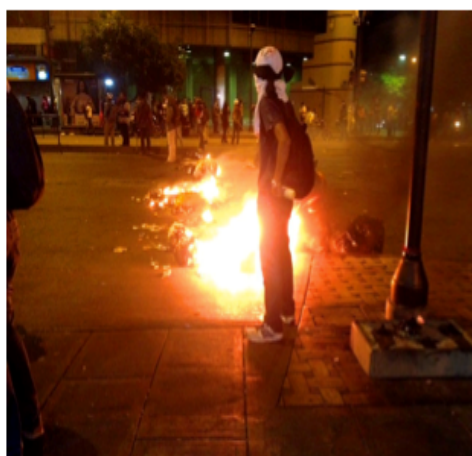
C5. BuzzFeed homepage top story

where the *colectivos* are based, paramilitary groups that emerged under Chavez as self-appointed guardians of the revolution. It is they who have been blamed for the deaths of many of the dozens of protesters who have died, and the opposition says they are directly armed and funded by the government.

"Of course people who live in poor localities do not participate as actively in their communities as in other places," said Maria Corina Machado, an opposition leader who was recently stripped of her parliamentary seat. "These communities are controlled by paramilitary groups." On Tuesday, a group of protesters in the Petare neighborhood were [attacked](#) by men on motorbikes, the *colectivos'* favored mode of transport.

Opposition leaders say it's a Catch-22: Venezuela's vast inequalities are partly preventing the poor from protesting those inequalities.

"The middle class has more time, like if they're in university — it's something about what you do in your day," said Rodrigo Diamanti, the head of human rights group Un Mundo Sin Mordaza.



Rosie Gray/BuzzFeed

During the day, protesters gather in the relatively well-to-do Caracas neighborhoods of Altamira and Chacao, as well as the student towns of San Cristobal and Merida, for large marches, though their numbers are decreasing as the protests reach their third month with no results. At night, the areas become a tense war zone. Young people in gas masks or *V for Vendetta* masks and bandanas set barricades up in the streets, sometimes lighting them on fire. They set up trip wires for incoming motorbikes as a way to keep out the *colectivos* who ride them. National Guard members in armored vehicles line the streets, holding weapons and waving cars around. Anti-Chavez and anti-Maduro graffiti fills the streets.

## C6. BuzzFeed top story article

cn college news

# NECESSARYCLOTHING

HOME NEWS PROFILES LIFESTYLE RESOURCES

search  GO

**PROFILES**  
Find Your School  
Register Your School  
FAQ

**NEWS**  
Breaking News  
Lifestyle  
Opinion  
Reviews

**RESOURCES**  
Career  
Study Abroad  
Money  
Insurance

**LIFESTYLE**  
Sex & Dating  
Your Health  
College Life  
Fashion

**local INTEL FROM YOUR CAMPUS**

**DISCOVER TRADE SOCIALIZE**

**locally** find your school  FIND

**DO YOU KNOW WHAT IT TAKES TO BE SUCCESSFUL IN COLLEGE AND IN LIFE?**  
Building a Strong Foundation is a guide for those in search of success. The book's purpose is to inspire those who are at a crossroads in life.  
BUILDING A STRONG FOUNDATION  
CERIANE PORTER

**Find out what we're up to!**  
enter your email  submit

**PEACHES GELDOF Tragedy** **POST Your Book** **LOLLAPALOOZA Sells Out** **4TH SEASON REVEALED**

**POPULAR NEWS**  
A Safety Advantage... with Style - College News  
One person recommends this.

**RECENT NEWS**  
CIMMFest will light up the windy city with indie films and movies

**cn CAMPUS BUZZ**  
Anyone else going to the dorm mixer this week?

www.collegenews.com/#

C7. College News homepage



POPULAR NEWS



**A Safety Advantage... with Style - College News**  
One person recommends this.



**White tie vs. black tie - College News**  
2 people recommend this.



**Facebook Makeover: New Look Sacrifices User Experience for Advertising Revenue - College News**  
One person recommends this.



**PostYourBook: A New, Cheap Way to Buy and Sell Your Textbooks - College News**  
6 people recommend this.

 Facebook social plugin

RECENT NEWS

 **CIMMfest will light up the windy city with indie films and movies**  
 April 8, 2014 4:21PM


 **How I Met Your Mother: why we obsess over finales**  
 April 8, 2014 3:29PM

 **Computers or Campuses?**  
 April 8, 2014 3:01PM


 **Peaches Geldof dies tragically at the age of 25**  
 April 7, 2014 3:54PM

 **Neptor NP056K-BL portable charger solves the woes of a smartphone**  
 April 3, 2014 1:10PM


C8. College News homepage recent news



Gay Rights Activists Put Their Lives At Risk




Anti-Gay States Use Religion To Discriminate



Sports Anchor Shames Anti-Gay NFL Teams




What Happens When Stars Go On Anti-Gay Rants



"Anti-Gay Discrimination Has No Place" At Work

### Bill O'Reilly Needs All Children To Learn About Jesus



[f](#) [t](#) U.S. 1 HOUR AGO

C9. Now This News homepage continued




C10. Leading Now This News story

NowThis News


YouTube

848


RETWEET THIS



Drunk College Kids Fight Cops For Their Right To Party




Pie Jousting Is Hipster Nonsense On Bikes



For True Masochists: A Marathon Through The Sahara Desert

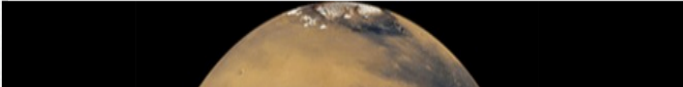
TBT: 'No Scrubs' and 'The Matrix' Edition




f

ENTERTAINMENT 23 MINUTES AGO



The Senate Spent Yesterday Talking About Going To Mars



C11.Now This News homepage stories




Has No Place" At Work




U.S. 1 HOUR AGO


### FAVORITES




Meet The Afghan Hip-Hop Crews Who Are Fighting For Democracy



Lebanon's Refugee Camps Hit A Grim Milestone

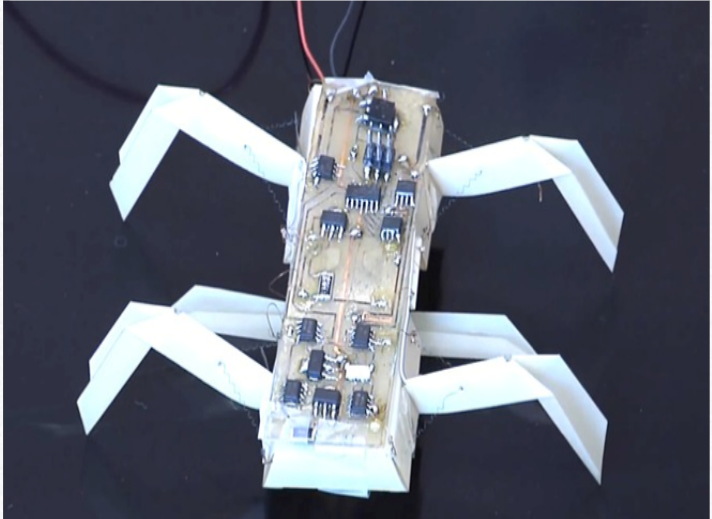




What Happens When A Senator Blunders Into The Wrong Hearing?



In A Nuclear Accident, This Belt Could Save Your Life

### Print Your Own Robot For \$20



 SCI/TECH

C12.Now This News favorite stories





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Make sense of current events!

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to the quizzes  
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[Extras!](#)
[Resources ▾](#)
[About ▾](#)

## Daily News Article

### Obama Targets Unequal Pay Between Men, Women



**April 10, 2014** **New!**  
(The Wall Street Journal) WASHINGTON – President Barack Obama on Tuesday said the salary gap between men and women is unfair and needs to be remedied, outlining an election-year effort by Democrats to highlight gender pay disparities and shore up support for the party's candidates among women voters.

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## Daily Best of the Web

### ObamaCare's Missing 3.2 Million



**April 10, 2014** **New!**  
(by James Taranto, OpinionJournal.com) - The Rand Corp. is out with a new study titled "Changes in Health Insurance Enrollment" <http://www.studentnewsdaily.com/daily-news-article/obama-targets-unequal-pay-between-men-women/>

Friday Editorial Cartoons

C13. Leading story Student News Daily homepage

## Directions

- If possible, print the article before reading.
- As you read, circle or underline the names of people, organizations and important facts.
- Use your own words to answer the questions in complete sentences.

### Jump to...

- Questions
- Background
- Resources

### **NOTE on Executive Orders:**

Various news reports state that President Obama signed **executive orders**; others refer to them as **executive actions**. The White House website states that the first signed by President Obama this week was an **executive order** and the other an **executive memoranda**.

A presidential executive order (EO) is a **directive** issued to federal agencies, department heads, or other federal employees by the President of the United States under his statutory or constitutional powers.

Executive actions are any **informal proposals** or moves by the president. The term executive action itself is vague and can be used to describe almost anything the president calls on Congress or his administration to do. But most executive actions carry no legal weight. Those that do actually set policy can be invalidated by the courts or undone by legislation passed by Congress.

**The terms executive action and executive order are not interchangeable.**

Executive orders are legally binding and published in the Federal Register, though they also can be reversed by the courts and Congress.



Print...

Entire page

Only the questions

Only the article

### Share



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RSS

### Recent Daily News Articles

#### Obama Targets Unequal Pay Between Men, Women

April 10, 2014

#### West Africa Ebola outbreak among 'most challenging' ever: WHO

April 9, 2014

#### The U.S. Energy Boom Lifts Low-Income Workers Too

April 8, 2014

## C14. Student News Daily homepage

### Appendix D

Category	Number of posts after Facebook published	Average number views
Video	3	11
Links	10	8
Blog Posts	3	7
Quizzes	2	7
Status Posts	9	4
Polls	n/a	n/a

D1. Facebook data

Ratios	Number	Percentage (Rounded)
Followers to Following Ratio	11/127	8.60%
Mutual Followers to Total Followers	2 out of 11	18.20%
Followers to Number of Tweets	11 out of 42	26.20%

D2. Twitter Data